

Art Director / Creative Director

Yoshihiro Kobayashi

1983 Graduates, Department of Design, Aichi Prefectural University
of Fine Arts and Music

1983 Enters Suntory Limited, Advertising Division

1994 Leaves Suntory Limited, Advertising Division

1995 Establishes KOBAYASHI DIRECTION INC.

Designer

Ayaka Hashimoto

2014 Graduates, Department of Graphic Design, Tokyo Zokei University

2014 Enters KOBAYASHI DIRECTION INC.

[In Japan]

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| 1987 Tokyo ADC Awards | ADC Award Nomination |
| 1988 JAGDA(Japan Graphic Designers Association) | New Designer Award |
| 1990 All Japan Radio & Television Commercial Confederation | ACC Music Award (Ellie My Love) |
| 1993 Dentsu Advertising Awards | Poster Merit Award Newspaper Merit Award |
| 1993 All Japan Radio & Television Commercial Confederation | ACC Award Series Award Topic Award |
| 1994 Mainichi Advertisement Design Competition | Grand Prix |
| 1994 JR-East Poster Grand Prix Awards | Gold Prize |
| 1996 Asahi Advertising Award | Merit Award |
| 1998 The Japan Newspaper Publishers & Editors Association Awards | Grand Prix |
| 1999 Mainichi Advertisement Design Competition | Merit Award |
| 1999 Yomiuri Advertising Awards | Grand Prix |
| 1999 JR-East Poster Grand Prix Awards | Grand Prix |
| 2000 Asahi Advertising Award | Merit Award |
| 2000 Fujisankei Advertising Award | Gold Prize |
| 2000 Tokyo ADC Awards | ADC Award |
| 2001 Tokyo ADC Awards | ADC Award Nomination |
| 2003 Nikkei Advertising Awards | Grand Prix |
| 2004 Dentsu Advertising Awards | Newspaper Merit Award |
| 2008 Tokyo ADC Awards | ADC Award Nomination (2 Categories) |
| 2009 Dentsu Advertising Awards | Newspaper Associate Award |

[Overseas]

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| 1986 Brno International Poster Biennale | Merit Award |
| 1986 Warszawa International Poster Biennale | Merit Award |
| 1987 Lahti International Poster Biennale | Merit Award |
| 1989 Lahti International Poster Biennale | Bronze Award |
| 1990 New York ADC | Merit Award |
| 1991 Lahti International Poster Biennale | Grand Prix |
| 2004 The New York Festivals | Bronze Award |
| 1990 Paris Arts Festival Designated participant (Advertising Photo Division) | |
| 1991 Japan Festival (Design Museum London) | |
| 2007 Tokyo Midtown DESIGN HUB Graphic Exhibition (10 posters selected for exhibit) | |

Permanent collection Design Museum London